TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

ELCM 211 FOUNDATIONS OF E-COMMERCE

Trimester Three 2008

COURSE OUTLINE

Contact Details

Course Coordinator & Lecturer:	David Johnstone
Room:	EA 218 (Level 2, Easterfield Building, Kelburn Campus)
Phone:	463 5877
Email:	david.johnstone@vuw.ac.nz
Office hours:	by appointment (request via e-mail)
Guest Lecturer:	Mary Tate
Room:	EA 234
Email:	Mary.tate@vuw.ac.nz
Tutor:	Mohamed Kinaanath
Email:	Mohamed.kinaanath@vuw.ac.nz

Trimester Dates: Monday, 17 November – Saturday, 21 February, 2009

Class Times and Room Numbers

Lectures:	Tuesday	13:10 – 15:00	EALT006
Tutorials and	Thursday	9:00 – 10:50	MY 105
active	Thursday	11:00 – 12:50	MY 105
learning:	Thursday	14:10 – 16:00	MY 105
Examination:	To be advised (during 16 – 21 February examination period)		

Note: Please sign-up for your tutorials at this URL: https://signups.vuw.ac.nz. Tutorial numbers are limited for each tutorial. Tutorial places are on an allocated first-in, first-served basis. Queries about tutorial allocations should be addressed to the Tutor.

Course Objectives

Course Aims

This course provides an introduction to the principles, theories, technologies and applications in the e-commerce environment. The paper gives an overview of the impact of new technologies on commercial paradigms and practices, legal issues and business ethics.

Course Objectives

A student who has successfully completed this course, should:
a) Understand the nature of Electronic Commerce
b) Understand the business impact and potential of Electronic Commerce
c) Understand the technologies required to make Electronic Commerce viable
d) Understand the current drivers and inhibitors facing the business world in adopting and using Electronic Commerce
e) Be able to explain the economic consequences of Electronic Commerce
f) Understand the trends in Electronic Commerce and the use of the Internet.

Course Content

<u>Lectures</u>

Lectures will complement the online material and the readings but will NOT necessarily cover exactly the same material. The lecture sessions will offer a range of experiences including some or all of: discussions, case studies, web examples, guest speakers, critiques and alternative viewpoints on the topics. Lecture material will not necessarily be published in Blackboard and lecture slides will not necessarily be available. All lecture material is assessable.

<u>Timetable for lectures</u> (**Note**: Sessions may vary from those advertised)

Wk	Date	Lecture Topic	Chapters	Tut?	Lecturer
1	18 Nov	Welcome to the course; Overview of Electronic Commerce, B2C e-commerce; The Digital Economy; Retailing in e-Commerce (e-Tailing)	1, 2, 3		David
2	25 Nov	Internet Consumers; e-Service, e-marketing, e-advertising; access issues and the Digital Divide	4	Tut 1	Mary
3	2 Dec	Electronic Payment Systems and e-Security.	11,12	Tut 2	David
4	9 Dec	Mobile Commerce	9	Tut 3	David
5	16 Dec	Terms Test		Tut 4	David
	23 Dec	NO LECTURES			
	30 Dec	NO LECTURES			
6	6 Jan	B2B e-commerce; Company-centric B2B; E Marketplaces and B2B	5, 6	Tut 5	David
7	13 Jan	Order Fulfilment, Logistics, and Supply Chain Management	7, 13	Tut 6	David
8	20 Jan	E-commerce strategy	14	Tut 7	Mary
9	27 Jan	E-government	8.1 – 8.2	Tut 8	Mary
10	3 Feb	Building an E-Commerce Business: Applications and Infrastructure	16		Guest

<u>Tutorial and Active Learning Sessions (2 hours)</u>

At the beginning of each tutorial and active learning session you will hand in a <u>brief</u> to your tutor that discusses the week's topics (questions to motivate the discussion will be posted on Blackboard). Your tutor is there to help organise the sessions, and to facilitate both the full group and smaller groups to work proactively and independently on the tutorial and active learning exercises.

<u>Tutorials/Active Learning Timetable</u>

Tutorial/Active Learning Sessions are two hours long. The time will be split between
- a Question & Answer session to cover any issues arising from the preceding lecture; and
- the discussion of questions, material and exercises announced on BlackBoard.

NOTE: There will be <u>no</u> tutorial/active learning session in Weeks 1 and 10. The schedule is provided in the table above. This means you must attend a <u>minimum</u> of five out of the eight tutorials.

Expected Workload

There are 10 weeks of lectures, and 8 weeks of tutorials/active learning sessions; a 2 week mid-term break; and a study week before the examination period. The workload expectation for ELCM 211 in Trimester 3 will be about 16 hours per week. The times you should expect to spend each week in the following activities are set out below:

2 hours	attending classes (1 x 2-hour classes);
1.3hours	attending your tutorial and active learning session (1 x 2-hour session over 8 weeks);
4.7 hours	background reading and pre-class/pre-tutorial preparation;
6 hours	on assignments;
2 hours	post-class review and final examination revision;

This is an average workload. Your actual workload will vary both with individuals and from week to week during the trimester.

Readings

The prescribed textbook provides a good summary of many key topics and issues and is well laid out and easy to read. You are expected to complete the required reading for each week.

Set Text:

Turban, E., et al. *Electronic Commerce 2006 – A Managerial Perspective.* Pearson/Prentice Hall, 2006. ISBN: 0-13-197667-2. Available in the Victoria Bookshop.

The text has a very good **companion website** (http://wps.prenhall.com/bp_turban_ec_2006)

Materials and Equipment

<u>Lab Access</u>

Information Systems and Electronic Commerce students have access to a range of computer lab facilities. This means that you can still undertake this course even if you don't have a computer at home. Like all university students you are able to use any SCS computer lab throughout the University (this includes labs in the Murphy building, the Library and in the Law School) as long as you have a current SCS account. If you don't have a current SCS account, contact either the SCS helpdesks in the library or the Murphy building. In addition, INFO and ELCM students have access to the purpose built school lab MY201. This lab is located on the second floor of the Murphy building. Please note that specialist software found in the SIM labs is not available in all the SCS labs (e.g. macromedia products).

MY 201 offers 24-hour access via student ID cards unless booked for another class. Please check the booking schedules on the lab doors before entering a laboratory to ensure that you are not interrupting a class, and you can finish your work before the next scheduled class. You may be asked to leave the lab by a supervisor if the machine you are using is required for a scheduled class. Please pack-up and leave the lab promptly if asked to do so. If you are sharing the lab with a scheduled class please use machines furthest away from the projection screen first and avoid interrupting the taught class with noise.

The food and drink ban in the labs will be enforced, please respect this in order to keep the facilities clean and in good working order for everyone.

Assessment Requirements

Course assessment is divided up as follows. See the schedule below for due dates.

Terms Test (1 hour)	20%	Tuesday, 16 Dec, 2008
Essay	20%	due on Tuesday, 3 Feb, 2009
Tutorial/Active Learning	10%	weekly
Exam (2 hours)	50%	**tba**, between 16-21 Feb 2009
TOTAL	100%	

Overview

There will be a short answer terms test, an essay assignment, weekly tutorial hand-ins, and an essay-style final exam.

Terms Test (20%)

There will be a 1-hour, short answer terms test covering the concepts from weeks 1 to 4.

Date: **Tuesday 16 December** – at the normal class time and location.

Essay (20%)

This will be a 1500 word essay discussing and applying aspects of the concepts from weeks 6-9. A choice of topics will be offered.

Due: **Friday 3 Feb, 13:00** – in the designated assignment hand-in box at the School of Information Management, first floor, Easterfield building.

Tutorial Briefs and Active Learning (10%)

The tutorial briefs are a form of preparation for the tutorials and for the exam. At the beginning of each tutorial, you need to hand in a brief that discusses the week's tutorial topic (questions to motivate the discussion will be posted on Blackboard). This brief should be approximately two A4 pages long. A minimum of five tutorial briefs must be submitted, and they must be submitted at the scheduled class (you cannot submit them later). Marks will also be earned based on student's participation during the active learning sessions.

Final examination (50%)

The final exam will be a short-essay style exam. You will be offered a choice of topics covering aspects of the lecture and tutorial material. More details about the exam will be provided during the course. This will be a 2 hr supervised examination held at Victoria University. The specific date, time and location for the exam will be advised closer to the time. Unless otherwise stated, all material covered during the course will be assessable. Details will be advised closer to the date.

NOTE: Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

Your tutorial briefs must be handed to your tutor at the <u>beginning</u> of the tutorial in which it is due. Printed versions of the essay must be posted into the assignment hand-in box A4 by the nominated due date. The assignment hand-in box is located on the first floor of the Easterfield Building, in the School of Information Management.

Penalties

In fairness to other students, <u>work submitted after the deadline will incur a 10% penalty</u> (of the marks achieved for the assignment) for each day late.

In the event of bereavement or prolonged illness affecting your ability to meet the deadline, discuss your situation with the Course Coordinator. You must verify your claim, e.g., produce a medical certificate. Extensions will only be granted under these conditions.

Important Notes:
- *<u>No extension is possible based on a student's workload</u>. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.*
- *<u>You are expected to back up your work</u> – From time to time files are lost, computers crash, etc., so it is critical that you get into the habit of backing up important files (on a flash drive, for example).*
- *<u>Do not leave submitting your work to the last minute</u> – technology problems do occur (especially on the day an assignment is due). Be smart and submit it in plenty of time. Extensions will not be granted due to problems with submitting work.*
- *<u>Working together</u> – You are encouraged to discuss aspects of your assignments with others. However, when it is time to <u>develop your solution</u>, **the work must be ENTIRELY your own**. In this way, we will have <u>your</u> perspective on the topic - not someone else's!*

Mandatory Course Requirements (Terms)

In addition to achieving the minimum course mark required for a pass this course (50%), you must:
- Be **correctly enrolled** in the course.
- Attain **at least 40%** of the possible marks for the **final exam**.
- Attain a **weighted average over all assessments of at least 50%.**
- Attend at least five **tutorial and associated active learning sessions**.

These requirements will be strictly observed.

Communication of Additional Information

All formal notices relating to this course will be posted on Victoria University's Blackboard system:
> http://blackboard.vuw.ac.nz

You are expected to check for announcements on Blackboard on a regular basis.

<u>Use of Blackboard</u>

Course Material: Basic course material and announcements will be published on Blackboard on a regular basis.

Announcements: The announcements page for the course will be used to distribute course announcements. You are required to check the announcements regularly.

Discussion Board: Moderated discussion forums will be provided for assignment work. Staff members will attempt to answer all reasonable questions. In some cases you may be requested to make an appointment as not all questions can be easily answered using this medium

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office
The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office
The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for :
- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Use of Turnitin

The following words (modified as necessary for particular circumstances) should appear in course outlines, when work submitted by students is likely to be checked by *Turnitin*.

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the Head of School, handwritten work may be copy- typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

General University Policies and Statutes
Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.victoria.ac.nz/home/about/policy/students.aspx

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

> *The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.*

It is still plagiarism even if you re-structure the material or present it in your own style or words.

> *Note: including the work of others will not be considered plagiarism as long as the work is acknowledged by appropriate referencing.*

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email *manaaki-pihipihinga-programme@vuw.ac.nz* or phone (04) 463 6015. To contact the Pacific Support Coordinator, email *pacific-support-coord@vuw.ac.nz* or phone (04) 463 5842.